
“Lead Foot” Speeding TV Spot

“Lead Foot”

AUDIO: Music up and throughout

VIDEO: Lead foot man gets out of bed, puts holes in bedroom floor as he stands.
Walks down sidewalk, lead feet sinking as he walks.

Lead foot man puts lead foot on hydrant to fix pants, hydrant falls over , water sprays out

Kid kicks ball in front of lead foot man, he catches it

KID: Can you give us the ball back?

VIDEO: Lead foot man kicks ball back to kid, ball goes far into air. Lead foot man gets into car and steps on gas with lead foot, speeds off. Police pull him over.

Officer gives him speeding ticket, lead foot man looks shocked at the cost.

VOICE OVER: Got a lead foot? Well, better lighten up because cops are cracking down on drivers who speed. Obey the sign or pay a fine.

TAGLINE: Obey the Sign or Pay the Fine. Driving Minnesota Towards Zero Deaths